



News Release

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Contact:

Charva Ingram
951-826-2434
cingram@riversideca.gov

NOT TOO LATE TO MAIL BACK CENSUS QUESTIONNAIRE

RIVERSIDE, Calif. – As elected city officials and community leaders continue to encourage local participation in the 2010 Census, the U.S. Census Bureau announced that 56 percent of the nation's estimated 134 million households have mailed back their census forms. According to the Participation Rate Map on www.2010.census.gov, Riverside is at 50 percent participation.

While April 1 is officially designated as Census Day, the Census Bureau will continue to accept 2010 Census questionnaires by mail through mid-April. Beginning May 1, census workers will begin going door to door to households that failed to mail back their forms -- a massive operation that costs taxpayers an average of \$57 per household versus the 42 cents it takes to get a response back by mail.

"The Census Bureau and I would like to thank everyone who has already taken 10 minutes to fill out and mail back the 2010 Census," Census Bureau Director Robert Groves said. "For those who have not yet had a chance to send it back, I'd like to reiterate that it's not too late to participate and doing so will save a lot of taxpayer money."

Census Day serves as the point-in-time benchmark for the nation's population count for the next 10 years. April 1 has been designated by law as Census Day since 1930.

The City of Riverside is urging its residents to make participation in the 2010 Census a priority. The Census data is used to apportion congressional seats to states, to distribute more than \$400 billion in federal funds to tribal, state and local governments each year and to make decisions about what community services to provide. If you have not received your questionnaire or misplaced it, contact the Census Toll-free helpline at 1-866-872-6868 or visit www.2010.census.gov.

The 2010 Census is a count of everyone living in the United States and is mandated by the U.S. Constitution. Strict confidentiality laws protect the respondents and the information they provide.

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